6832083 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104403 Showing Buylines: All Lines Last Received: **Printed:** 07/18/2012 10:30 AM 07/12/2012 4:04 PM

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Rep Order# EC'd Yes

Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ).HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone# Fax# Agency ( ) STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

) PHILADELPHIA ) AMY MCCREARY

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— CONTRACT COMMENT — SC=*	T COMMENT	Ī ,			·					
LT Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	WOOKS	Total Spots	Total Cost
<u> </u>	 W-F Buyl	5A-6A Buyline Comment: NEWS	NEWS	: U	\$300.00	10/10-10/12	o	ا فـر ا ا	හ     	\$1,800.00
2	M—TU Buyl	U 5A-6A Buyline Comment: NEWS	NEWS	:30	\$300.00	10/15-10/16	4.	⊭	412	\$1,200.00
ω	M-TU Buyl	U 6A-7A Buyline Comment: NEWS	NEWS	: 30	\$450.00	10/15-10/16	41	μ	zlι	\$1,800.00
44	₩−₹ Buyl	6A-7A Buyline Comment: NEWS	NEWS	: 30	\$450.00	10/10-10/12	on .	ļ=i	Q	\$2,700.00
ហ	W-F Buyl	7A-9A Buyline Comment: TODAY	: TODAY	:30	\$600.00	10/10-10/12	Ø	Н	ወ	\$3,600.00
თ	M-TU Buyl	:U 7A-9A Buyline Comment: TODAY	: TODAY	: 30	\$600.00	10/15-10/16	Дı	<del> 1</del>	4,	\$2,400.00
7	M-TU Buyl	U 9A-10A Buyline Comment: TODAY 2	: TODAY 2	: 30	\$275.00	10/15-10/16	Ю	نمو	N	\$550.00
ω	W-F Buyl	9A-10A Buyline Comment: TODAY 2	: TODAY 2	:30	\$275.00	10/10-10/12	ω	Н	ω	\$825,00
w	W-F Buyl	10A-11A Buyline Comment: TODAY \3	: TODAY \3	:30	\$225.00	10/10-10/12	ω	Н	ω	\$675.00
. 10	M-TU Buyl	U 10A-11A Buyline Comment: TODAY \3	: TODAY \3	: 30	\$225.00	10/15-10/16	N	⊢	N	\$450.00

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		6832083
		Ver# 1
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Showing Buylines: All Lines	Last Rec	Traffic Order# 104403
nes: All Lines	Last Received: 07/12	Printed:
	07/12/2012 4:04 PM	ed: 07/18/2012 10:30 AM

ΤŢ Buyer Phone# Advertiser Product Fax# Estimate# Station Ę'n 16 14 12 11 21 20 19 18 17 15  $^{13}$ KSNV-TV LAS VEGAS, NV. 17 ( ).HELLER FOR SENATE HELLER FOR SENATE NEIL WILLIAMS 赵 一 円 ž I DT-M D.I.-II N F 区 下 DI-M DI-I ¥-F M-E DI-II Day Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: Buyline Comment: Buyline Comment: Buyline Comment: Buyline Comment: AGENDAY Buyline Comment: RR Buyline Comment: RR Buyline Comment: PHIL Buyline Comment: Time 1P-2P 12P-1230P 11A-12P 2P-3P 1230P-1P 1230P-1P 11A-12P 2P-3P 12P-1230P DRS DRS DAYS Program DAYS AGENDAY Адепсу Flight Dates Hiatus Weeks Agency C/P1/P2/E ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 : 30 Len :30 : 30 :30 :30 :30 : 30 :30 : 30 :30 30 10/10/2012 - 10/16/2012 Rate \$300.00 \$225.00 \$225.00 \$225.00 \$275.00 \$225.00 \$225.00 \$275.00 \$275.00 \$225.00 \$275.00 10/10-10/12 Dates 10/10-10/12 10/15-10/16 10/15-10/16 10/10-10/12 10/10-10/12 10/15-10/16 10/15-10/16 10/10-10/12 10/10-10/12 10/15-10/16 W N Spots/Week Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# # Of Weeks ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 W Spots ω ω N N ω ω N N ω N Total \$675.00 \$825.00 \$675.00 \$450.00 \$550.00 \$825.00 \$675.00 \$450.00 Total Cost \$900.00 \$450.00 \$550.00 Daypart

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Fax# LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	₩eeks	Total Spots	Total Cost
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23	ĭ T			:30	\$450.00	10/15-10/16	2	<u></u>	2	\$900.00
	payrame commence	P P P P P P P P P P P P P P P P P P P								
24	) 된 - 머	- NEWS		: 30	\$450.00	10/10-10/12	ω	Н	ω	\$1,350.00
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25	W-F 430P-5P Buyline Comment:	: NEWS			₩ 0 0 0	+0/+0/+0	·	ŀ	•	
26	M-TU 430P-5P			:30	\$450.00	10/15-10/16	2	⊣	N	\$900.00
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27	M-TU 5P-630P Buyline Comment:	: NEWS		:30	\$900.00	10/15-10/16	414	<b>.</b>	<i>4</i> 4	\$3,600.00
22	W-F 5P-630P Buyline Comment:	.: NEWS		:30	\$900.00	10/10-10/12	ማ	Н	ወነ	\$5,400-00
29	W-F 630P-730P Buyline Comment:	P JEP/WHEEL		:30	\$750.00	10/10-10/12	ON.	l⊶	Ø	\$4,500.00
30	M-TU 630P-730P Buyline Comment:	TEEMW/GGC E		:30	\$750.00	10/15-10/16	, A	Н	47	\$3,000.00
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3 SA	SA	SA	S.A.	म्य	TH	TU	M H	т. М-т.	×	TH	) Day	NEIL WILLIAMS	KSNV-TV L ( ) H HELLER F	r# 6832083 's
9A-930A	7A-9A Buyline Comment:	6A-7A Buyline Comment:	SU 11P-1135P Buyline Comment:	10P-11P Buyline Comment:	10P-11P Buyline Comment:	8P-9P Buyline Comment:	1135P- 1235A Buyline Comment:	U 1135P- 1235A Buyline Comment:	11P-1135P Buyline Comment:	11P-1135P Buyline Comment:	Time	LIAMS	KSNV-TV LAS VEGAS, NV. r ( ) HELLER FOR SENATE HELLER FOR SENATE	Ver# 1
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10/13-10/13	10/13-10/13	10/13-10/13	10/13-10/14	10/12-10/12	10/11-10/11	10/16-10/16	10/10-10/12	10/15-10/16	10/15-10/15	10/11-10/11	Dates	)12	VCS 00	403 Prin Last Received: 07/ Showing Buylines: All Lines
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Ь	<b>J</b> ⊷4	Н	ы	Ь	H	Ц	Ь	H	jd	무       	₩eeks	Phone# FAX#		7/18/2012 1 PM
Н	Ч	Н	N	1-7	Ц	1-1	₩	N	Ч	<b>⊢  </b>     	Total Spots	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	07/18/2012 10:30 AM :04 PM
\$300.00	\$325.00	\$225.00	\$1,500.00	\$2,100.00	\$2,100.00	\$2,400.00	\$825.00	\$550.00	\$775.00	\$775.00	Total Cost	540 845	PHIA BARY	

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Buyline Comment: NEWS

		Traffic Order# 104403	
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1 : 2	07/12/2012 -	Printed:	
	1:04 PM	07/18/2012 10:30 AM	

Buyline Comment: NFL POSTGAME		53 SU 515P-830P Buyline Comment: SNF	52 SU 4P-515P Buyline Comment: FNIA	51 SU 930A-10A Buyline Comment: CM	50 SU 9A-930A Buyline Comment: NEWS	49 SU 8A-9A Buyline Comment: MTP	48 SU 7A-8A Buyline Comment: SUN TODAY	47 SU 6A-7A Buyline Comment: NEWS	46 SA 1130P-1A Buyline Comment: SNL	45 SA 630P-730P Buyline Comment: JEP\WHEEL	44 SA 5P-630P Buyline Comment: NEWS	Fax# LT Ln Day Time Program	Estimate# Briyer NEIL WILLIAMS Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).HELLER FOR SENATE Product HELLER FOR SENATE	Rep Order# 6832083 Ver# 1 Mod# 0 St EC'd Yes
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	10/14-10/14	10/14-10/14	10/14-10/14	10/14-10/14	10/14-10/14	10/14-10/14	10/14-10/14	10/14-10/14	10/13-10/13	10/13-10/13	10/13-10/13	Dates	[2	7CS	403 Prin Last Received: 07/ Showing Buylines: All Lines
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	Ы	Н	Н	Ц	Н	ы	Ъ	H	4	H	N	Total Spots	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	? 10:30 AM
	\$6,500.00	\$8,000.00	\$1,600.00	\$375.00	\$250.00	\$1,900.00	\$500.00	\$225.00	\$750.00	\$375.00	\$900.00	Total Cost	-6540 -1845	LPHIA CREARY	
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Rep Order# EC'd Yes
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Traffic Order# 104403 Printed: 07/18/20 Last Received: 07/12/2012 4:04 PM Showing Buylines: All Lines
07/18/2012 10:30 AM :04 PM

Phone# Advertiser Estimate# Product ប្រ Ę KSNV-TV LAS VEGAS, NV.
ser ( ) HELLER FOR SENATE
HELLER FOR SENATE NEIL WILLIAMS Day S Buyline Comment: SPORTS NIGHT Time 1130P-12A Program Agency Flight Dates Agency C/P1/P2/E Hiatus Weeks ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 Len 10/10/2012 - 10/16/2012 Rate \$200.00 10/14-10/14 Dates Spots/Week # of Weeks Rep Firm Sales Office( Salesperson( Salesperson Phone# Salesperson FAX# ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots

Total Cost

Daypart

\$200.00

Fax#

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Buyer

Station

## -REPORT TOTALS-

Report Totals: 133 / \$80,325.00

## -SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 133 / \$80,325.00 Sales Totals: 133 / \$80,325.00 -COMPETITIVE-Oct 12: 133 / \$80,325.00 Market Totals \$276,983 CATV % KBLR % % H O KINC

—COMPETITIVE COMMENTS—

XXXX KINV

1 00 % %

KTUD

RVCW

<u>₩</u> %

XVVX KLAS

200% ₩

KSNV KVVU

29%

248

NEW ORDER EST SHARES

Books

NOV12

Demos RA35+

- CREDIT RISK -

CASH IN ADVANCE

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